## A CRM APPLICATION FOR SCHOOL/COLLEGES

**1** **INTRODUCTION**

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1. Student and staff profile management: A CRM application for a school college would need to efficiently manage student and staff data such as personal details, academic history, attendance, and performance.

**3**

**4** 2. Communication management: The application should enable colleges to communicate with students, staff, and parents via email, SMS, or push notifications. This feature should also allow for two-way communication to address any concerns and queries.

**5**

### 5.1 Overview

**6** A CRM application for schools and colleges is designed to streamline and automate different aspects of an educational institution's operations. The application assists with various data management tasks, such as enrollment management, lead tracking, student and staff profile management, communication management, donation management, academic performance management, analytical and reporting functions, and more.

**7**

**8** By providing robust tools to the school or college, a CRM application helps improve efficiency, accessibility, and transparency in school operations. The application can also help maintain a healthy relationship with all stakeholders, including students, staff, parents, and alumni.

### 8.1 Purpose

The useCommunication management: The application facilitates seamless two-way communication between students, staff, and parents, helping to improve transparency, coordination and reduce communication gaps.

Enrollment management: An efficient enrollment process is critical in the success of an educational institution. A CRM application can help the school or college track new students and processes enrollment information, providing a smooth experience and improving the overall admission process.

**9** **Problem Definition & Design Thinking**

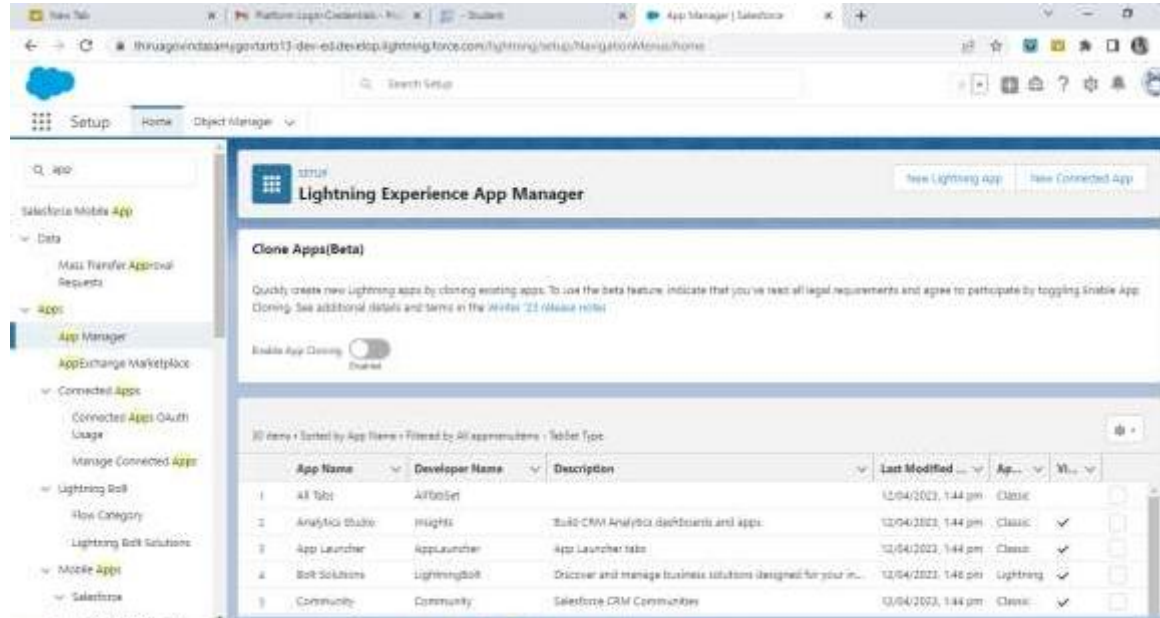### 9.1 Empathy Map
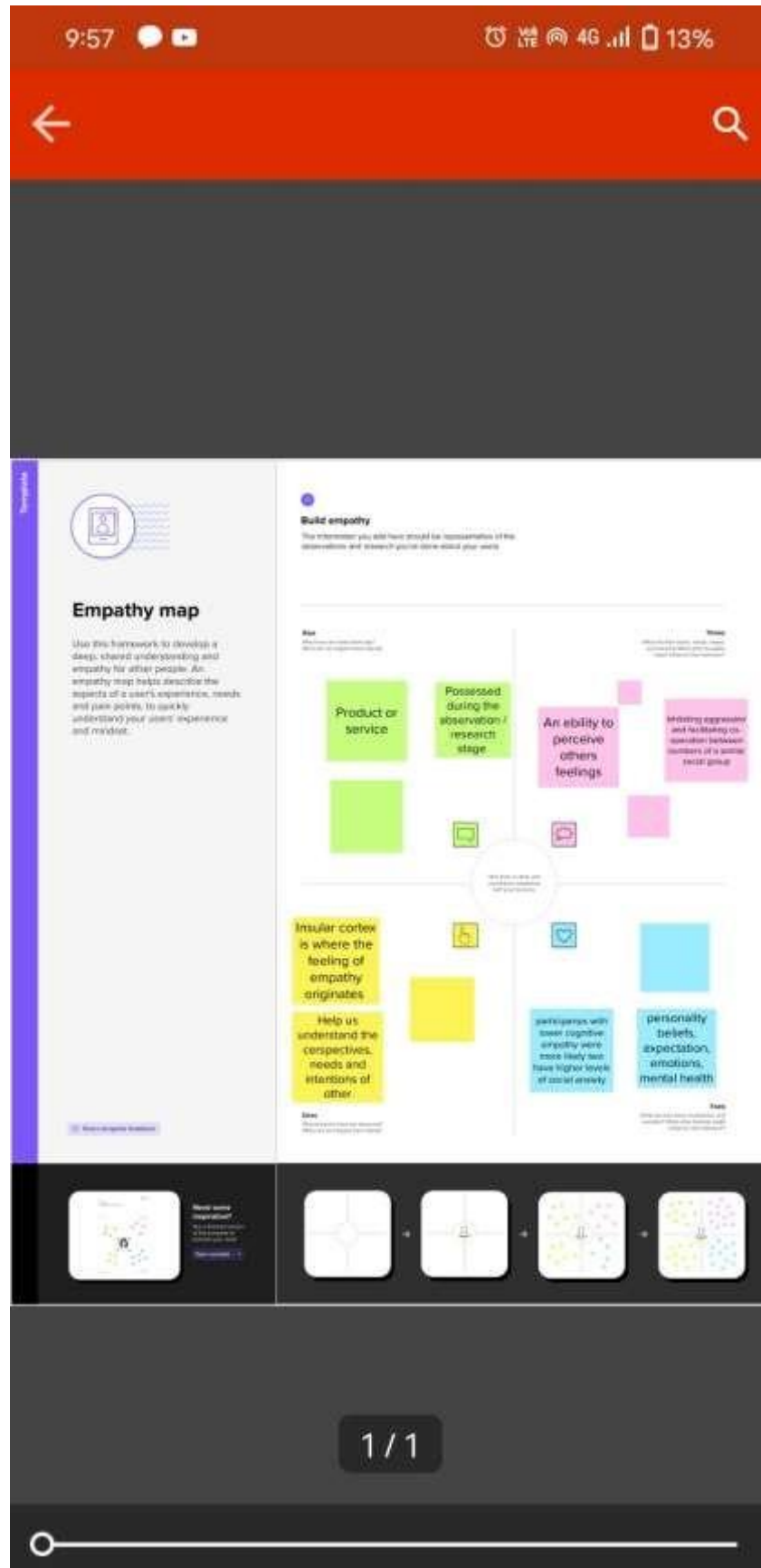
9.3 Ideation & Brainstorming Map

## 10    RESULT



## 11
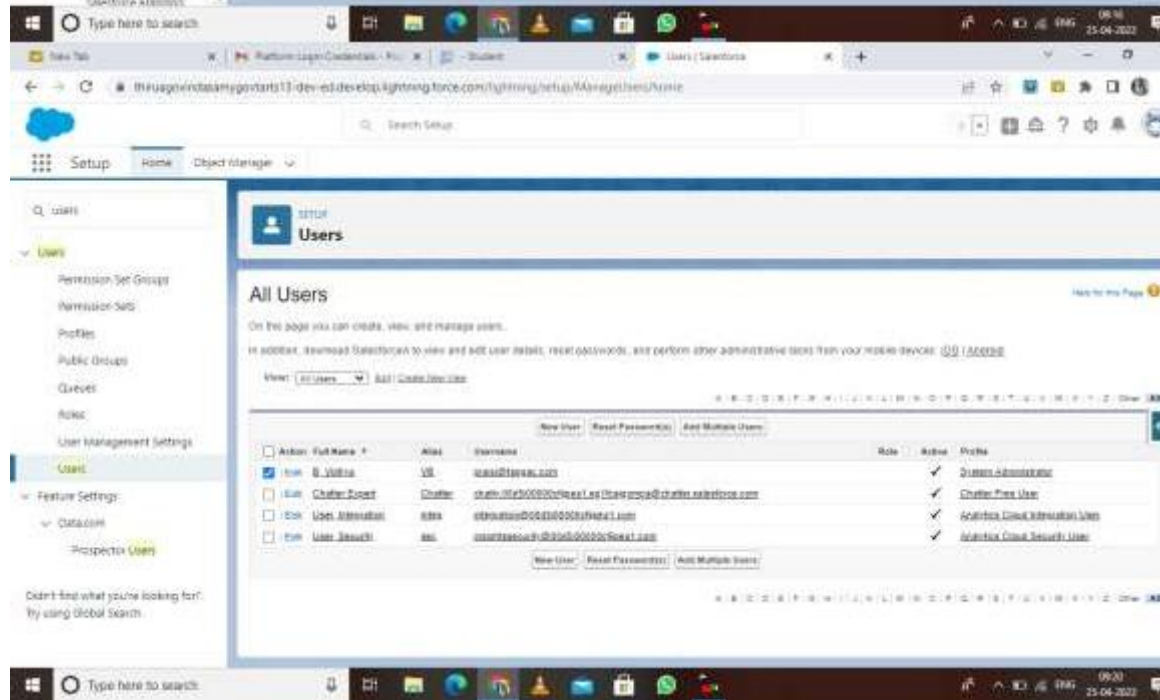
Project Report Template

## 12     ADVANTAGES & DISADVANTAGES

### ADVANTEGES

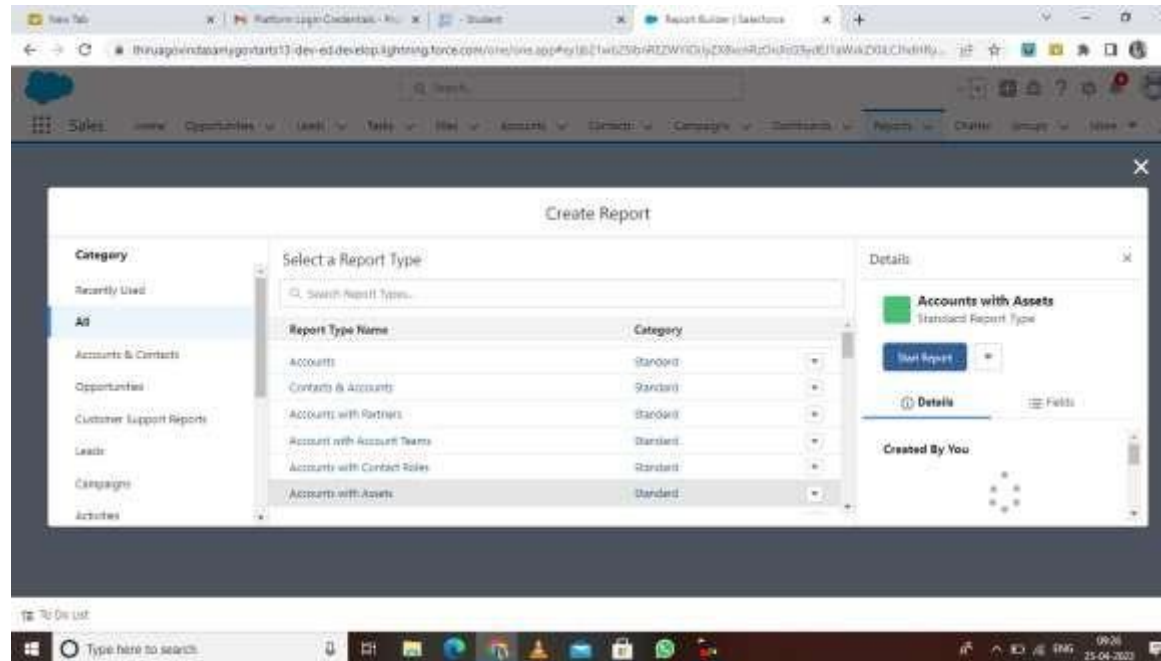**13**     1. Improved efficiency: A CRM application can automate various tasks such as student data management, enrollment, communication, and reporting. Automation can optimize operations, improving efficiency while reducing errors and saving time.

**14**

**15**     2. Improved communication: With inbuilt communication features, a CRM application can foster better communication between students, staff, and parents, reducing communication gaps, and ultimately creating a positive experience for all parties.

**16**

**17**     3. Better decision-making: A CRM application's analytical and reporting feature can provide data insights that enable informed decision-making. This can aid leadership in identifying areas that require improvement, making data-driven decisions, improving school outcomes.

**18**     DISADVANTAGES

**19**     1. Cost: The effective implementation of a CRM application can be costly. This includes the cost of the license, the training, the infrastructure, and the possible customization.

20    2. Training: The training process is essential in ensuring that staff knows how to use the application productively. This can take time and increase expenses, especially for new staff.

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22    3. Resistance to change: Resistance to change can hinder the implementation of CRM application due to some staff's reluctance to adopt new technologies leading to difficulties and slower adoptions.

23    **APPLICATIONS**

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1. Student Enrollment and Admission Tracking: A CRM application can help manage the entire admissions process, from inquiries to enrollment, with ease. The application can automate application forms and manage student data, such as academic history and residency data, making the admissions process more efficient and precise.

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26    2. Student Management: A CRM application provides a way to manage student data easily, including personal and academic details, attendance, grades, discipline, and performance evaluations. This single source of data can be accessed by the respective authorized persons, such as class teachers or administrators, reducing administrative workloads for staff.

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28    3. Communication Management: Communication between students, staff, and parents is critical in keeping all parties well-informed. A CRM application can help manage communication across different platforms, such as email, SMS, or a dedicated portal, ensuring smooth communication and fostering stronger relationships between stakeholders.

29    **FUTURE SCOPE**

30    **CRM higher education technology enables institutions to manage relationships with all of their customers (including students, alumni, faculty, staff, and corporate partners) and connect insights from those interactions in a unified view.**

31    Quickly support new business models and personalized experiences without the pain of updating legacy systems: with CRM, faculty and staff can collaborate from anywhere and track

critical metrics such as retention, enrollment, and engagement rates across a variety of channels.

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**33**     **APPENDIX**

A. Source Code

Team leader-http://trailblazer.me/id/vidsq